

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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**Report Highlights:**

U.S. Grains Council and U.S. Embassy Present Food 2040 Report in Hokkaido; Retail Giant AEON holds Alaskan King Crab Fair.

## General Information:

# The Wasabi

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### **U.S. Grains Council and U.S. Embassy Present Food 2040 Report in Hokkaido:**

On January 9th, representatives from the U.S. Grains Council (USGC) and the Agricultural Affairs Office of the U.S. Embassy, under the auspices of the U.S. Consulate General in Sapporo, presented two seminars on the recent USGC report, Food 2040. The first presentation was to the executive board of the Hokkaido Economic Federation, which represents most of the major businesses in Hokkaido from banking, energy, transportation, communication, construction and food manufacturing and retailing industries. The second session, held at the U.S. Consulate General in Sapporo, targeted select members of the local and national press as well as several young entrepreneurs and college students. The presentations were well received and stimulated good discussion about the challenges facing the Japanese and Hokkaido agricultural sectors, as well as a lively exchange of views on bioscience, food security, sustainability, trade and opportunities for local agriculture going forward.



**Retail Giant AEON holds Alaskan King Crab Fair:** On December 20, 2012, U.S. Embassy's Agricultural Trade Office (ATO) Director Steve Shnitzler kicked off the annual AEON King Crab fair at the AEON Supermarket in Shinagawa, Tokyo. AEON sponsors the fair each year with support from the Alaska Seafood Marketing Institute in preparation for the coming new year. Crab is a traditional winter food in Japan is especially sought after for the New Year holiday period. ATO Director Shnitzler and AEON General Merchandise Toshimi Okada greeted the crowd in the supermarket and gave speeches inviting them to come a taste this year's crab harvest. This year, AEON expanded the fair to include Alaskan salmon, Alaskan wild cod and Alaskan wild cod roe, another delicacy consumed during the traditional New Year period.



Photo: ATO Director Shnitzler (left) and Mr. Okada (right)

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